



FOR IMMEDIATE RELEASE

## **Organic Oscar® Announces New Product Launch And Special Promotions During Superzoo Attendance.**

**SAN DIEGO, CA, May 20, 2013**— Organic Oscar, an organic, all-natural, biodegradable pet products company based out of San Diego, California will be attending its third year at the Superzoo Tradeshow in Las Vegas, Nevada from July 23-25<sup>th</sup>. Organic Oscar will be located in the Nature's Pathway section at booth 702-703.

Organic Oscar® is taking this opportunity to launch their brand new **Organic Aloe Vera Pet Wipes**. Great for everyday cleaning in a quick and easy manner, the all-natural ingredients are perfect for your pet's eyes, ears, paws and butt.

"After great success with our **Oatmeal Shampoo, Aloe Vera Shampoo, Aloe Vera Conditioner, Lavender Puppy Shampoo, 2 in 1 Shampoo & Conditioner and Holistic Bite & Itch Relief Shampoo**, we are pleased to introduce Pet Wipes to our customers," said Marie Svet, Founder of Organic Oscar®. "Fused with Organic Aloe Vera, the extra gentle formula is designed to wipe away dirt on even the most sensitive areas of your pet, while continuing to provide the quality skin care that every dog deserves."

Just like the rest of Organic Oscar's product line, the Pet Wipes contain no parabens, sulfates, artificial fragrances, dyes or petroleum based ingredients. They are also made in the USA in a solar powered facility.

### **Organic Oscar is offering two Superzoo promotions this year:**

- Orders \$50 or less will receive 5% off.
- Orders \$100 or more will receive 10% off.

\*Look for Organic Oscar in Nature's Pathway in booth #702-703. Offer available only during the Superzoo dates. Does not apply on the gallon sizes.

### **About Organic Oscar®**

Organic Oscar® products are organic, all-natural and biodegradable. The products are soap-free and contain no parabens, sulfates, artificial fragrances, dyes or petroleum-based ingredients. The organic ingredients, which include natural essential oils, provide a fresh, spa-like scent. The Organic Oscar shampoo collection comes in unique bone-shaped bottles available in six vibrant colors while the new pet wipes sit in a custom made Oscar's tub. The patented bottles feature a convenient pump system for easy use. All packaging is 100% recyclable and a portion of the proceeds benefit organizations and events that support the humane treatment of animals. All products are manufactured in the USA. For more information on Organic Oscar®, please visit [www.organicoscar.com](http://www.organicoscar.com).

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